

A RESOLUTION OF THE MAYOR AND CITY COUNCIL, ("THE GOVERNING BODY") OF THE CITY OF DIAMONDHEAD, MISSISSIPPI ("THE CITY"), AUTHORIZING THE ABOLISHMENT OF THE SOCIAL MEDIA PUBLIC COMMENT POLICY AND PROVIDING FOR THE ADOPTION OF SOCIAL MEDIA OUTREACH POLICY.

WHEREAS, The City of Diamondhead uses social media outreach as additional communication channels to help promote its programs, events, partners, and services understanding that social media presence is yet another way the City of Diamondhead can communicate to the broadest possible audience of those it serves; and

WHEREAS, The City shall continue to maintain one Facebook page, one Twitter account and one YouTube account, and;

WHEREAS, these social media accounts are deemed by the City to be the most appropriate tools for increasing immediacy to the community and to address the fast-changing landscape of the internet and the way residents communicate and obtain information online; and

WHEREAS, The City's social media outreach shall be centralized to the City Manager's office or designee to ensure compliance with the social media outreach policy and that the City's branding and internet-based communication strategy is appropriately and consistently maintained; and

WHEREAS, The City Manager's content management designee will be responsible for content and upkeep of the social media sites; and

WHEREAS, the City's three social media accounts shall not allow for public /comments/postings.

NOW, THEREFORE, BE IT RESOLVED BY THE GOVERNING BODY, AS FOLLOWS:

That the City of Diamondhead does hereby abolishes the Social Media Public Comment Policy adopted pursuant to Resolution 2017-001 and further adopts Social Media Outreach Policy.

SO BE IT RESOLVED this 18th day of December, 2018.

The above and foregoing Resolution of the Mayor and Council of the City of Diamondhead, after having been first reduced to writing, was introduced by Councilmember Depreo, seconded by Councilmember Morgan, and the matter being put to a vote, the result was as follows:

	Aye	Nay	Abstain
Councilmember Depreo	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Councilmember Moran	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Councilmember Morgan	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Councilmember Koenenn	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Councilmember L'Ecuyer	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mayor Schafer	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Attest:

Jeannie Klein
Jeannie Klein, City Clerk

Thomas E. Schafer, IV
Thomas E. Schafer, IV, Mayor



~~Social Media Public Comment Policy~~ Social Media Outreach Policy

The City of Diamondhead uses social media outreach as additional communication channels to help promote its programs, events, partners, and services. A social media presence is yet another way the City of Diamondhead can communicate to the broadest possible audience of those it serves.

The City of Diamondhead's use of social media is to also increase immediacy to the community and to address the fast-changing landscape of the Internet and the way residents communicate and obtain information online. The best, most appropriate, uses of social media tools for the City of Diamondhead fall into three categories:

- Channels for disseminating information from the City and its sources to broadcast messages to the widest possible audience
- As marketing/promotional channels which increase the City's ability to attract new businesses, residents and visitors
- Channels for disseminating time-sensitive information as quickly as possible (i.e., emergency information)
- ~~A two-way communication, promoting social engagement in government~~

The City of Diamondhead's social media outreach will be centralized to the City Manager's office or designee. This will initiate a process to ensure that the City's social media outreach policy is followed and the City's branding and Internet-based communication strategy is appropriately and consistently maintained.

General Technicalities

The City of Diamondhead will maintain one Facebook page, one Twitter account, and one YouTube account.

The City Manager's content management designee will be responsible for the content and upkeep of these social media sites.

Facebook

- The City will have one Facebook “page”, not a “group.” The type of page is “government” and the name shall be City of Diamondhead, Mississippi.
- Third party comments shall be turned ~~“on”~~ “off”.
- The page will be based on a template that includes consistent City branding and style.
- The City’s social media content management designee will standardize Facebook page displays to include the City logo and other pertinent information.

Twitter

- The City will have one Twitter account and the Twitter name shall be @Diamondhead_MS .
- Registered users can ~~post-and~~ read “tweets”.
- The City’s social media content management designee will standardize Twitter page displays to include the City logo and other pertinent information.
- The City’s Twitter page will be based on a template that includes consistent City branding and style.

YouTube

- The City will have one YouTube account and it shall be named City of Diamondhead.
- Third party comments shall be turned ~~“on”~~. “off”.
- The City’s social media content management designee will standardize the YouTube page displays to include the City logo and other pertinent information.
- The City’s YouTube page will be based on a template that includes consistent City branding and style.

Public Comments

The three Social Media sites listed ~~above-that~~ above shall not allow for public posts/comments. ~~are moderated by the City’s social media content management designee to ensure content posted by third party users is appropriate.~~

~~The following shall serve as the City’s Social Media Public Comments Policy and will be posted on all social media pages allowing public comments.~~

~~Please note that public comments expressed on the City of Diamondhead’s social media sites do not reflect the opinions or positions of the City of Diamondhead, its employees, or its elected officials. The City of Diamondhead reserves the right to remove any comments, questions, or postings.~~